

CHALMERS SIX COACH IS NOW ON EXHIBIT

Also Motor Company Has
Received Latest Model of
Corporation.

For the first time in Richmond, the
Also Motor Corporation local Chal-
mers' dealer, is showing the new
Chalmers Six Coach, the latest pro-
duct of the Chalmers Motor Corpora-
tion, which is offered as their ex-
pression of the ultimate design in
the coach type.

In grace and harmony of line, the
coach inherits the characteristic
beauty of other Chalmers models.
From radiator to spare wheel there
is no sharp break offensive to the
eye. Lines seem to blend one into
the other with natural sweep. Large
side and rear windows contribute to
beauty as well as offering clear view
for all passengers. The exterior is
handsomely finished in rich Chal-
mers maroon with black superstruc-
ture and is made even more attrac-
tive through the use of steel disc
with the general design and trim of
the car. A large, attractive trunk,
mounted on the rear, is a useful ac-
cessory as well as a pleasing adorn-
ment. It is fitted with a dust-proof
cover; trunk bars protect the body.

Notable features, which it is
claimed, will place the Chalmers Six
Coach to the forefront in closed car
markets, offer convenience and com-
fort unusual in the coach type. Ex-
tremely wide doors, together with
front seats that fold and then tip
forward, provide a means of easy en-
trance and exit. The driver's chair,
when folded away, completely clears
the steering wheel, a point that is
from front to rear seats is of gener-
ous size, and ample leg room is pro-
vided for rear compartment pas-
sengers. The body, itself, is said to
be several inches wider than that

of any other car of the type, and will
comfortably seat five full-grown pas-
sengers.

AUTO PRODUCTION FOR 1922 SET RECORD

Motor vehicle production reports
presented at the monthly directors'
meeting of the National Automobile
Chamber of Commerce today show
the total output for eleven months
of the year to be 2,446,000. This ex-
ceeds the record full year's business
of 1920 which reached the mark of
2,265,000.

November output of 232,000 cars
and trucks was within 5 per cent of
October, and was twice the volume of
the same month last year. In 1921
November business was 24 per cent
under October.

The prevalence of low-priced mod-
els of closed cars is one of the main
reasons for the unusual autumn
business. In the opinion of the car
and truck makers, reports from
thirty trade associations throughout
the country indicate that December
business will be moderate, but that
the market is expected to be active
again with the beginning of the next
year.

Concerts in England.

British radio listeners are begin-
ning to enjoy American broadcast
programs. Recently WJZ at New-
ark, N. J., sent out a program on its
superior power of 1,000 watts and
asked those listeners who were far-
ther than 2,000 miles from it to write
in. The next day a cable report
came from an amateur at Surrey,
England, saying he had heard the
concert.

Weldmeyer Special Engagement.

The younger society set of Rich-
mond is looking forward to the "spe-
cial engagement" of the famous
Weldmeyer orchestra at the Win-
ter garden of the Richmond Hotel on
Thursday evening, December 28. This
will be the annual Christmas dance
of the W. H. A. T. Club, which has
always been popular and largely at-
tended. A number of out-of-town
guests is expected to be present.

DEMAND FOR STEEL SURPRISINGLY ACTIVE

[By Associated Press.]
NEW YORK, Dec. 23.—The demand
for steel continues surprisingly ac-
tive for the holiday season, and while
prices are a little irregular in some
products the tone is firm. More busi-
ness is being placed for the first
quarter delivery and continued active
production is anticipated. Pig iron
is less active, but holds steady, and
the trade is optimistic over the future
outlook.

The copper market has continued
firm with larger orders coming in
for wire and other products than had
been anticipated, necessitating large
draws of copper. It is expected
that the month's total sales for home
consumption and export may prove
the heaviest of the year, or about
200,000,000 pounds. Producing inter-
ests generally are holding of stocks
for 144 delivered, although some
metal may still be obtained slightly
under that figure.

Tin has been irregular. Store
stocks are increasing, but dealers are

picking up late deliveries and holders
regard the situation as generally fa-
vorable.

Lead firm, with a large consump-
tive demand and light stocks in out-
siders' hands.

Zinc was easier, lacking export in-
quiry, and with domestic business
also rather slow. Antimony dull and
unchanged.

CHRISTMAS BUYING BREAKS ALL RECORDS

[By Associated Press.]
NEW YORK, Dec. 23.—Holiday
buying in New York has broken all
records and \$250,000,000 has been
spent by shoppers here, it was esti-
mated today in business quarters.
This sum represents an increase of
from 15 to 20 per cent over last year.
Nearly every line of Christmas
trade has reported an increase in
sales and more persons than ever
have been required to handle the
business. In the 5,000 dry goods
stores alone nearly 200,000 people
have been employed.

Merry Christmas To All

NATIONAL TIRE AND
RUBBER CO.
425-427 West Broad Street
Richmond, Va.

HAVE YOU INVITED AN UNSEEN GUEST
TO YOUR Christmas Table?
Thousands of Orphaned
Children appeal to you.
Sixty dollars a year, or \$5 a
month will save a Child's
Life through
NEAR EAST RELIEF

A SMALL DONATION FROM
EACH MEMBER OF THE FAMILY
WILL BUY A

1923
CHEVROLET
CAR

The Christmas
Gift Supreme

FOR THE WHOLE FAMILY

A Thing of Beauty and a Joy Forever
IMMEDIATE DELIVERY

Chevrolet Motor Co.

MADISON 5123

715 WEST BROAD



GREETINGS!

TO YOU, WHOSE FRIENDSHIP WE STRIVE
TO MEET, WE HEARTILY WISH

Happiness and Prosperity
for Christmas and the New Year
AND FOR THAT PRICELESS, THOUGH INTAN-
GIBLE ASSET, YOUR GOOD WILL, WE
EXTEND OUR SINCERE
APPRECIATION.

Lane Bowles & Co. Inc.
THE HOUSE OF SUDDEN SERVICE

501-517 West Broad Street.

\$200 Less
EARL Sedan

Now \$1595

EARL Brougham

Now \$1595

DESIGNED and built within the year
to sell at \$1995, the Earl Sedan and
Earl Brougham now represent extraordinary
closed car value at their new low price of \$1595.

Not a dollar has been subtracted from their
value, despite two sweeping price reductions
of \$200 each—\$400 in all—since their an-
nouncement late in December, 1921.

Absolutely complete equipment emphasizes
their dollar value. Check and compare the
following list against the equipment of any
other closed car in their price class:

Bumper and motometer. Dome light. Rain
visor. Two-piece ventilating windshield, with

EARL MOTORS, INC., JACKSON, MICHIGAN

RICHMOND KLINE COMPANY, Inc.

3 West Grace St.
KLINE, COLE & EARL Distributors

TOURING CAR . . . \$1995
CABRIOLE . . . 1395
CUSTOM ROADSTER . . . 1485



BROUGHAM . . . \$1595
SEDAN . . . 1595
All Prices f. o. b. Jackson
Include Full Equipment

Ford

INTERESTING FACTS

106,327 Ford Cars and
Trucks Retailed in
November

Approximately the same number scheduled
for delivery this month

What Does This Mean?

This volume of deliveries to actual owners is entirely unprece-
dented for this time of the year—

It has taxed the manufacturing ability of the Ford plants work-
ing at full capacity—

It indicates a volume of business during the rapidly approach-
ing months of "heavy demand" which will be far beyond the
maximum production schedule which the Ford Motor Company
has set—

And that means a Ford shortage even more acute than the one
which existed last Spring and Summer.

Dealers' stocks all over the country are low—there are no re-
serves to draw upon to meet the demands for delivery—

There is no way in which dealer reserves can be built up, as de-
liveries have been made to customers as fast as Cars could be
manufactured since last April.

The only way you can protect your desire to obtain prompt
delivery of a Ford, even at this time, is to place your order im-
mediately.

This emphasizes more strongly than anything we
could possibly say the necessity of your making
prompt arrangements with a Ford Dealer for
the listing of your order, particularly if you are
contemplating the purchase of a Ford Car or
Truck for use this Spring or Summer.

We believe you are entitled to know these facts as they
actually exist.

Ford Motor Company
Detroit, Michigan

A small deposit and easy payments if desired

UNIVERSAL MOTOR CO., INC.
RICHMOND MOTOR CO., INC.

KIRKMYER MOTOR CO.
HEARN MOTOR CO., INC.